



# Honolulu Film Office

The Honolulu Film Office is dedicated to servicing the needs of local, national and international entertainment and media companies and individuals in television, film, print and new media, which is collectively known as "the film industry." The film office markets to and facilitates production at all levels with the goal of making Honolulu a premiere on-location production center and creating a vibrant economic element in the new economy for Hawaii.

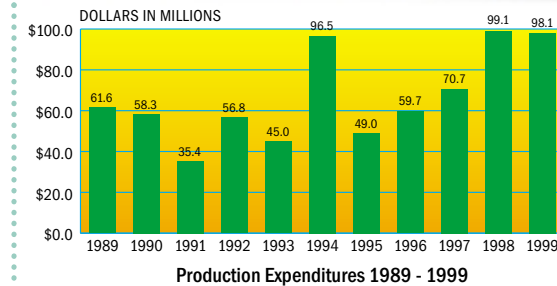
## The film industry provides to Honolulu:

- Hundreds of jobs in industry-related professional, technical and high tech positions
- Hundreds of jobs in support industries to the film industry
- Worldwide exposure which supports tourism marketing efforts
- Millions of dollars in expenditures throughout the county
- An environmentally friendly type of manufacturing

The Honolulu Film Office works in collaboration with public and private entities to build and service the film industry in Honolulu and Hawaii including all city and county agencies, the State, all neighbor island counties and numerous non-profit and commercial entities.

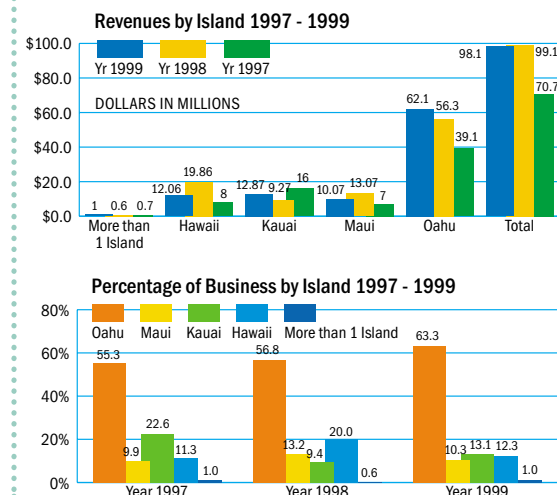
The individual and collaborative efforts have resulted in double digit growth to the production expenditures in recent years. From 1995 - 1999 statewide film industry expenditures have increased by 50 percent.

A sample location photo montage—part of an extensive library of thousands of images used to facilitate production in Honolulu.



## Ten Year Statewide Production Expenditures

Honolulu is the hub of the production industry in Hawaii. Generally, more than 50 percent of statewide production expenditures occur in the City and County of Honolulu. From 1997 - 1999 the city has experienced a 37% increase in expenditures in the county.



## Advertising and Marketing

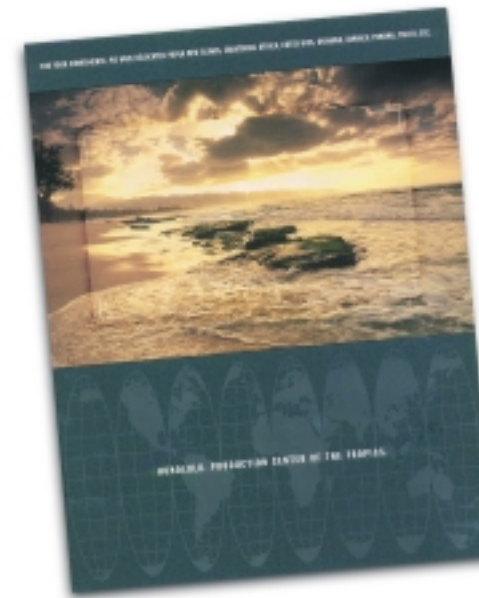
The Honolulu Film Office aggressively markets to national and international segments of the industry by conducting advertising campaigns,

participating in trade shows, conferences, film festivals and maintaining a worldwide website.

The film office plans and implements advertising campaigns in key trade publications such as The Hollywood Reporter, Variety, Shoot, Locations, Film and Television Review. Some focus on productions which have filmed on Oahu, which capitalizes on the extensive marketing campaigns done by the studios. Others focus on positioning Honolulu and Oahu as a premiere on-location destination and a production center.

The film office does marketing outreach at key trade shows including Cannes International Film Festival, Locations Expo, ShowBiz West, Sundance Film Festival and the Hawaii International

Film Festival. Some efforts are individual and some are collaborative. Often, simultaneous advertising in trade publications is used to strengthen the message and further the outreach.



Honolulu Film Office Marketing Piece  
Nova Finalist

One of several ads which appeared in the Hollywood Reporter's Cannes Satellite Dailies, one of the most respected and widely read publications at the Festival.



Walea Constantinou at the 2000 AFCI Locations Global Expo; Best Booth, Theme, 2000 AFCI Locations Global Expo. (L-R) Walea Constantinou (Honolulu Film Office), Amy Kastens (Maui Film Office), Georgette Deemer (Hawaii Film Office), Marilyn Killeri (Hawaii's Big Island Film Office), Judy Drosd (Kauai Film Commission).



Direct Mail Piece  
Pele Award  
of Excellence



Guide to Honolulu & Oahu  
Speciality Marketing Award  
- Association of Film  
Commissioners International